

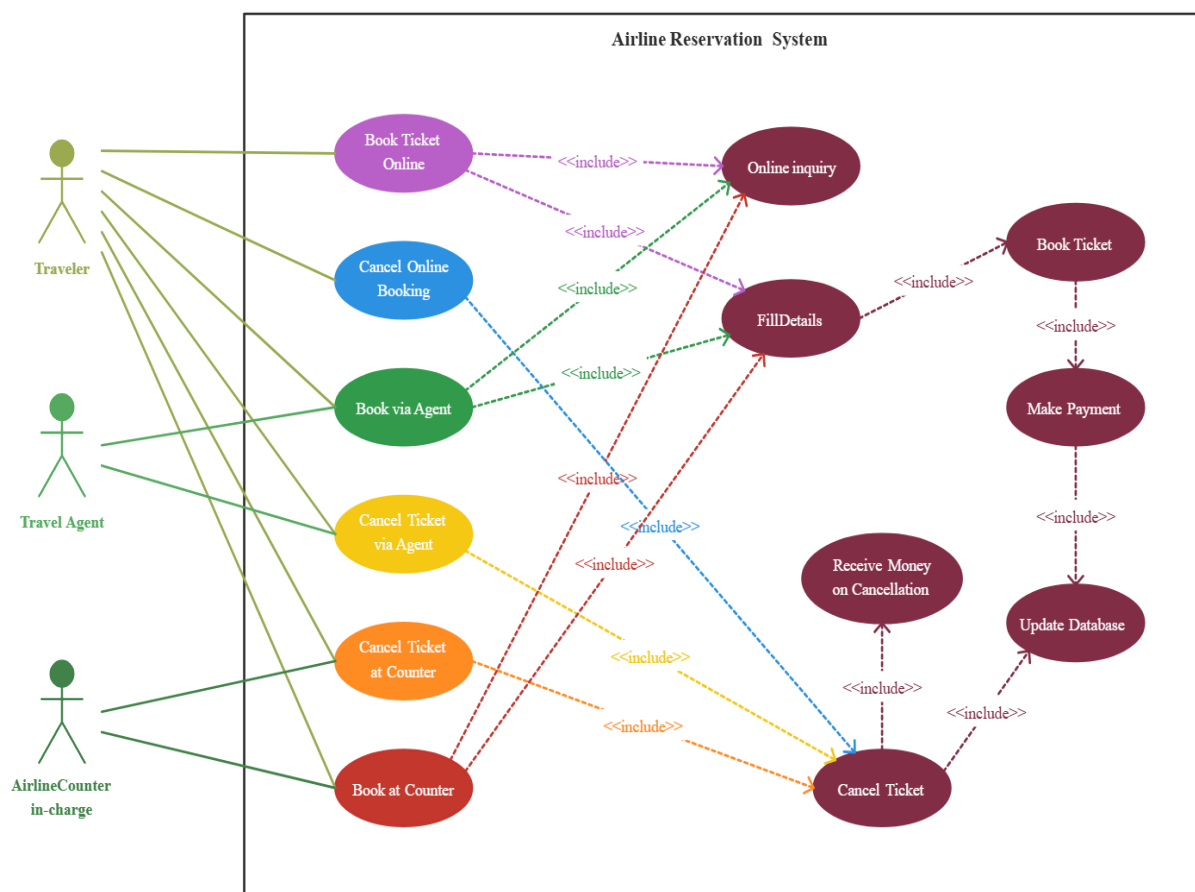
IDEATION PHASE

The Airline Management System in Salesforce is a cloud-based solution that utilizes Salesforce's powerful CRM and automation capabilities to streamline airline operations. It is designed to manage ticket booking, flight scheduling, passenger data, customer service, and staff coordination all from a single, integrated Salesforce environment. The ideation phase included three main steps:

1. Brainstorming
2. Empathy Mapping
3. Problem Statement Formulation

● Brainstorming

Brainstorming is a creative thinking session where team members explore different ideas, features, and use cases for the system. The goal is to identify what the system should do, how it can help users, and how Salesforce tools can be used effectively.



Key Brainstorming Focus Areas

1. Core Functionalities

- What processes need automation? (e.g., booking, flight scheduling, check-in)
- How can Salesforce be used to manage customer and flight data?

2. User Roles

- Who will use the system? (Passengers, agents, crew, admins)
- What access levels or permissions will each role require?

3. Salesforce Capabilities

- Can we use Salesforce Service Cloud for customer support?
- How will Experience Cloud help passengers manage bookings?
- Should we use Flows or Apex Triggers for automation?

4. Integration Needs

- Do we need to integrate with external flight APIs, payment gateways, or airports?
- How can MuleSoft or Salesforce APIs help?

5. Innovation and UX

- What features can improve user experience (e.g., chatbots, mobile access)?
- Can **Einstein AI** be used for personalized flight suggestions or delay predictions?

Output of Brainstorming

- List of proposed features and use cases
- Preliminary object model (e.g., Flights, Bookings, Passengers, Staff)
- Suggested Salesforce tools for implementation
- Ideas for automation and third-party integrations